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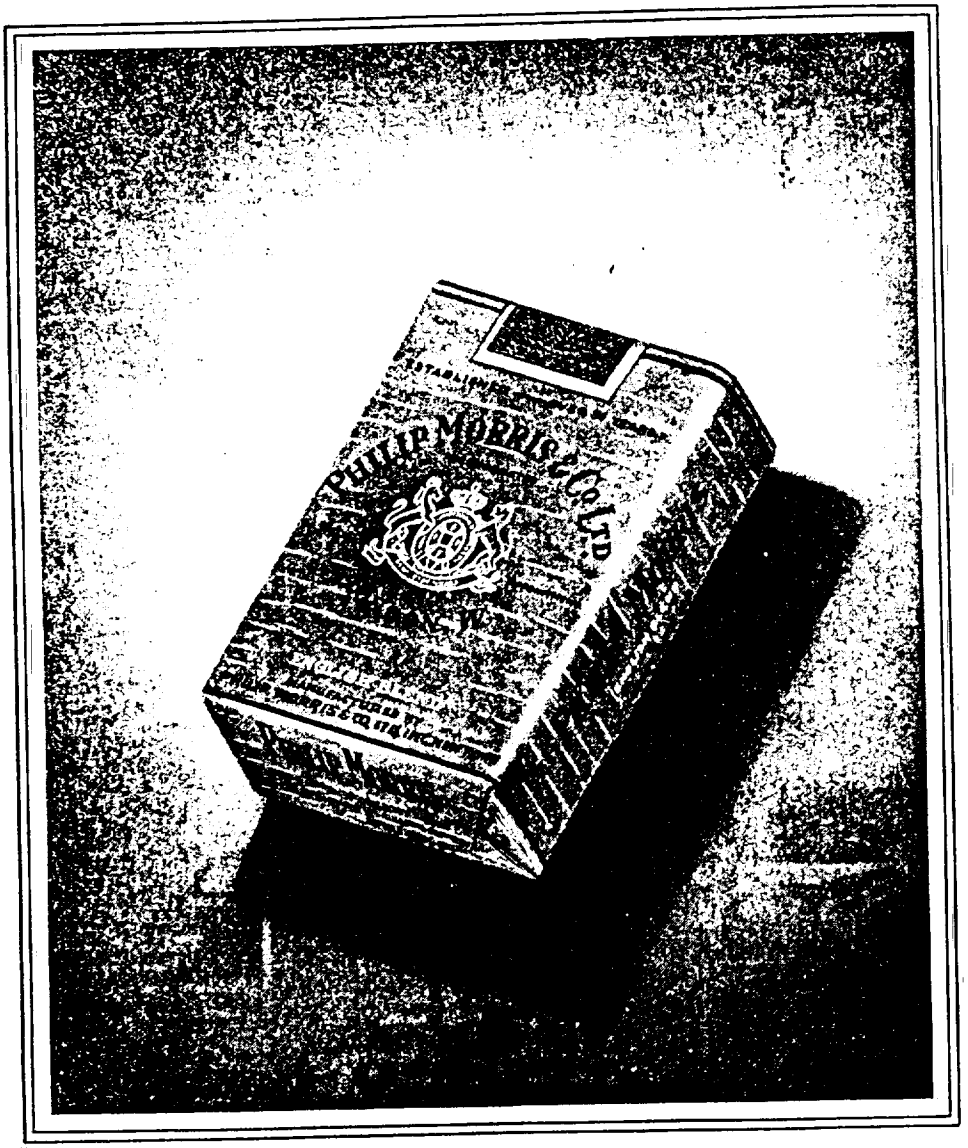

ONE CIGARETTE PROVED*
definitely
LESS IRRITATING
to the smoker's nose and throat

*Reprints of studies on the irritant properties of cigarettes are available. Address your request to Philip Morris & Co. Ltd., Inc., 119 Fifth Avenue, New York.

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Source: https://www.industrydocuments.ucsf.edu/docs/rzkk0000